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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/779,782	02/08/2001	Frank Venegas JR.	IDS-14502/14	6741
25006	7590	12/13/2010		
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EXAMINER				
CANFIELD, ROBERT				
ART UNIT		PAPER NUMBER		
3635				
MAIL DATE		DELIVERY MODE		
12/13/2010		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

1. The reply filed on 12/06/10 is NOT ENTERED because:
 - a. it is not fully responsive to the prior Office Action because it fails to reply to every ground of objection and rejection in the prior Office action;
 - i. The proposed amendment fails to address:
 - (1) the rejection under 35 USC 112(2) of claims 4-7 for lack of antecedent basis for the limitation "the advertising display",
 - (2) the rejection under 35 USC 112(2) of claim 9 for lack of antecedent basis for the limitation "each side panel", and
 - (3) fails to point out specific distinctions believed to render claim 11 allowable over the applied reference (Muta), and
 - b. The amendment to the claim 19 filed on 12/06/10 does not comply with the requirements of 37 CFR 1.121(c) because the strike out of "opaque," was previously made in the amendment filed 07/14/10.
2. Applicant's arguments filed 12/06/10 have been fully considered but they are not persuasive.

Applicant argues that claim 8 should be allowable because of the transitional phrase "consisting of" and Muta certainly requires other structural features. This is not found persuasive as the intermediate product shown in figure 6 of Muta provides only the elements recited in claim 8.

3. If the applicant wishes to file another after-final amendment, the entire corrected amendment (not only the corrected section of the amendment) must be submitted within the time period set forth in the final Office action.

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROBERT J. CANFIELD whose telephone number is (571)272-6840. The examiner can normally be reached on M-Th.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eileen Lillis can be reached on 571-272-6928. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Robert J Canfield
Primary Examiner
Art Unit 3635

/Robert J Canfield/
Primary Examiner, Art Unit 3635